

Lynch / file

	<u>mo. cost</u>
Newspaper Expend. Report - 4 Brand Media Wt. Test	\$ 1,650

Competitive Magazine Reports	\$ 2,000 Positioning	
Breakout	2,175 Expend.	5,600
expend + position report	425 Black	
	<u>\$ 5,600</u>	

Newspaper - 91 TAs A Papers	4,000
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Total mo. cost	<u>\$ 11,150</u>
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Total annual cost	133,800
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Plus, Newspaper subscriptions 4 brand media wt. test Feb - July	1,475
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other services	?
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Tax 87.	10,822
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	<u>\$ 146,097</u>
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Newspaper A Report
4 Br. Media Wt. Test

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